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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/824,445	04/15/2004	Kyung-Shik Lee	1572.1199	6610
21171 7590 03/17/2008 STAAS & HALSEY LLP SUITE 700 1201 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005				
EXAMINER				
TAN, ALVIN H				
ART UNIT		PAPER NUMBER		
2173				
MAIL DATE		DELIVERY MODE		
03/17/2008		PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Response to Arguments

Continuation of 3. NOTE:

In additional support to the instant rejections, the Examiner respectfully notes that the prior art still teaches the claimed invention.

Amendments to claims 1 and 22 change the scope of the claims and thus, further search and/or consideration would be needed.

Regarding dependent claim 9, Applicant argues that Narui (U.S. Patent No. 6,278,433 B2), Fukumoto et al (Pub. No. US 2002/0054146 A1), Naito (U.S. Patent No. 6,693,629 B1), and McLaughlin et al (U.S. Patent No. 5,739,809) do not expressly teach a display button corresponding to a first setting group including a resolution setting, a brightness setting, a contrast setting, and a clock and phase setting; a geometry button corresponding to a second setting group including a position setting; and a color button corresponding to a third setting group including a calibration setting, and a color temperature setting, wherein when each menu button is selected, a window to adjust the display setting belonging to the corresponding setting group is opened. Contrary to Applicant's arguments, Narui and Fukumoto teach that the menu is organized in a way that groups related items together. As shown in [Fukumoto, figure 2], separate menus are displayed that relate to the display (image quality) and geometry (image quality mode) of the display device. Providing the hierarchical menu and grouping the items in

this way allows users to be able to more intuitively select a specific item to adjust. Although the image quality menu of Fukumoto teaches a brightness setting, it does not explicitly teach a resolution and contrast setting. However, Fukumoto does teach allowing the user to customize menus in whatever way the user sees fit as shown in *[Fukumoto, figures 7A-7C]*. The list of settings provided for selection relate to adjustable settings for a display. It would have been obvious to one of ordinary skill in the art to include other types of adjustable settings in the list such as resolution and contrast, since Narui teaches providing these settings were common when adjusting a display [Narui, column 4, lines 48-60]. Such a combination would yield a predictable result. Thus, settings for the resolution, brightness, and contrast of Narui would be grouped together in a menu. This would allow users to more intuitively select a specific item to adjust rather than having to step through each item.

Narui and Fukumoto do not expressly teach the display button including a clock and phase setting. Naito teaches allowing users to adjust and save settings for a display device [column 2, line 62 to column 3, line 3]. Users can adjust parameters including clock and phase [column 8, lines 27-31]. This gives the user an additional setting for adjusting the image quality of the display device. Since Narui and Fukumoto teach adjusting a display device, it would have been obvious to one of ordinary skill in the art at the time the invention was made to include in the menu relating to the display, a clock and phase adjustment, as taught by Naito. This would give the users an additional setting for adjusting the image quality of the display device as they see fit.

Narui, Fukumoto, and Naito do not expressly teach a color button corresponding to a third setting group including a calibration setting and a color temperature setting. McLaughlin teaches a method and apparatus for calibrating a display device [column 1, lines 10-16]. A color button item relating to adjusting color is provided [figure 3: column 9, line 56 to column 11, line 7]. This provides the user with an additional setting for adjusting the display device. Since Narui, Fukumoto, and Naito teach adjusting a display device, it would have been obvious to one of ordinary skill in the art at the time the invention was made to include in the hierarchical menu, a color button for adjusting a calibration setting and a color temperature setting, as taught by McLaughlin. This provides the user with an additional setting for adjusting the display device.

Dependent claims 2-21, 23-28, and 30 recite all the limitations of the independent claims, and thus, are allowable in view of the remarks set forth regarding independent claims 1, 22, and 29. However, Narui is considered to teach claims 1, 22, and 29, and consequently, claims 2-21, 23-28, and 30 are rejected.